



Best Downtown Chicago Fast Food Location



What is the best location?

- Downtown Chicago has hundreds of thousands of commuters daily
- Commuters use both CTA (to move through the city) and Metra (from suburbs)
- Being near more mass transit lines is good for business
- Being near more businesses is good for lunch crowd business
- Being near other food options can be good for business too
 - Normally having too many fast food places nearby would hurt business, but the volume of customers is very high. This means that the foot traffic for the competition is itself advertisement and if it takes too long to get food elsewhere, it will bring people into your spot.

Data

- All data was obtained from the foursquare API
- CTA trains, CTA busses and fast food locations were pulled and formatted into separate data frames
- Start points were 500 W Madison (Ogilvie and Union Metra Stations) and 50 E Madison (Central downtown Chicago) and data was cleaned and combined

Process

Predicting the best place to put a new fast food place would be dependent on the density of the three factors with heaviest weight on trains and lowest on other fast food places.

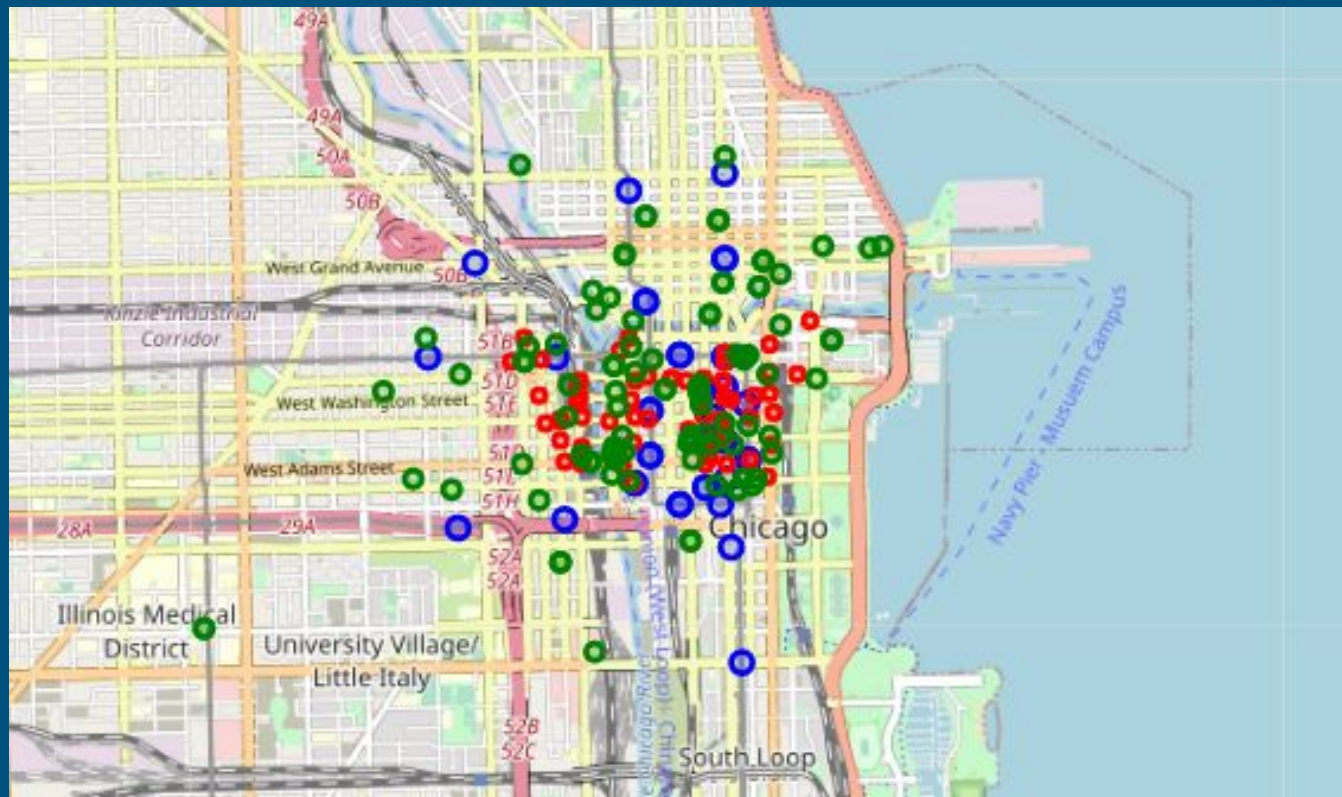
Using clustering, we find that all three are near the same block.

Raw data mapped

Blue: Train Stops

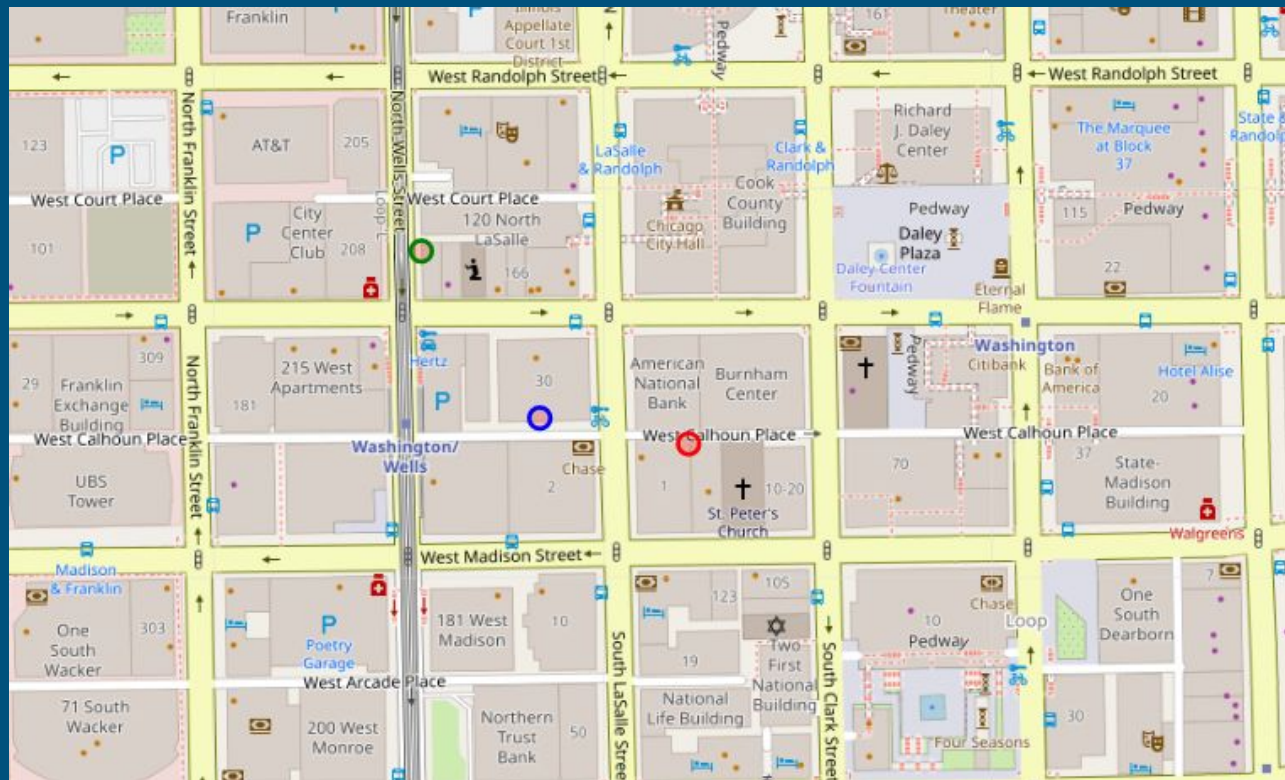
Red: Bus Stops

Green: Fast Food



Final Locations

With the weighing and the final output, we see that the train data, bus data and fast food data all center around LaSalle and Washington streets.



Conclusion

With just the location data from foursquare we can see the highest foot traffic areas in downtown Chicago and prime locations to build a new fast food place.

This model can be improved using data from CTA and Metra to further weigh the different stops and lines based on traffic through each of them at different times of day.

